PATENT ABSTRACTS OF JAPAN

(11)Publication number:

07-288606

(43)Date of publication of application: 31.10.1995

(51)Int.CI.

HO4M 11/00 HO4N 7/083 HO4N 7/087 7/088 HO4N

(21)Application number: 07-084489

(71)Applicant: AT & T CORP

(22)Date of filing:

17.03.1995

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MARK LOGAN TUOMENOKSA

(30)Priority

Priority number : 94 210802

Priority date: 18.03.1994

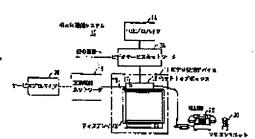
Priority country: US

(54) METHOD, SYSTEM AND DEVICE FOR COMMUNICATION

(57)Abstract:

PURPOSE: To facilitate access to an advertised service by acquiring the telephone number data of a service provided in television-based home shopping and providing a function for dialing a telephone number corresponding to these data.

CONSTITUTION: Data representing the telephone number of a service provider 26 are sent via a communication network 24 for transmitting video signals. These data are captured by a set top box 16 in a video system 11 of a viewer. Then, the service provider can be accessed by sending a signal. so as to dial the acquired telephone number to the set top box by the viewer, and a telephone conversation from the viewer to the service provider is started.



LEGAL STATUS

[Date of request for examination]

04.03.1998

[Date of sending the examiner's decision of rejection]

04.07.2000

[Kind of final disposal of application other than the examiner's decision of rejection or application converted